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**NEWS RELEASE**

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***FEELING THE ECONOMIC CRUNCH?  
Governor Launches Awareness Campaign to Help Arizonans***

PHOENIX – Governor Janet Napolitano today announced the launch of a statewide awareness campaign aimed at linking citizens to assistance in four major economic areas: housing, employment, family stress, and household bills.

Titled *Feeling the Economic Crunch? Find the Help You Need*, the campaign focuses on individuals currently experiencing financial stress who are not used to reaching out for help or who may not know where to turn.

“With record home foreclosures, increased gas and food costs, and an overall national economic downturn, Arizonans need a direct way to access assistance in their communities,” said Governor Napolitano. “I hope Arizonans will take advantage of these resources and spread the word to others.”

A comprehensive list of free state government services and a downloadable brochure are available via AZ211 ([www.az211.gov](http://www.az211.gov)). In addition to offering direct access for assistance on mortgage trouble, unemployment, and family stress, the site also includes useful tips on saving money on fuel, prescriptions, groceries, childcare and utilities.

The campaign, which will also include information distributed to supermarkets and other businesses, is being coordinated through the Governor’s Children’s Cabinet and community partners including Valley of the Sun United Way, United Way of Tucson and Southern Arizona, and the state’s Information and Referral organizations. State agencies involved in this effort include the Arizona Department of Economic Security, the Arizona Department of Health Services and the Arizona Department of Housing.

For more information about the Office of the Governor, please visit [www.azgovernor.gov](http://www.azgovernor.gov).